

Application Data Sheet

Application Information

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| Application Type:: | Regular |
| Subject Matter:: | Utility |
| Suggested Group Art Unit:: | N/A |
| CD-ROM or CD-R?:: | None |
| Sequence submission?:: | None |
| Computer Readable Form (CRF)?:: | No |
| Title:: | Point of Purchase Research Device |
| Attorney Docket Number:: | 30790/39403 |
| Request for Early Publication?:: | No |
| Request for Non-Publication?:: | No |
| Total Drawing Sheets:: | 5 |
| Small Entity?:: | Yes |
| Petition included?:: | No |
| Secrecy Order in Parent Appl.?:: | No |

Applicant Information

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|---|-----------------------------|
| Applicant Authority Type:: | Inventor |
| Primary Citizenship Country:: | US |
| Status:: | Full Capacity |
| Given Name:: | Andrew |
| Family Name:: | Austin |
| City of Residence:: | Chicago |
| State or Province of Residence:: | IL |
| Country of Residence:: | US |
| Street of mailing address:: | 1468 W. Belle Plaine Avenue |
| City of mailing address:: | Chicago |
| State or Province of mailing address:: | IL |
| Postal or Zip Code of mailing address:: | 60613 |

Correspondence Information

Correspondence Customer Number:: 04743

Representative Information

Representative Customer Number:: 04743

Assignee Information

Assignee name:: POP INSIGHTS INC.
Street of mailing address:: 1021 West Adams, Suite 101
City of mailing address:: Chicago
State or Province of mailing address:: IL
Postal or Zip Code of mailing address:: 60607